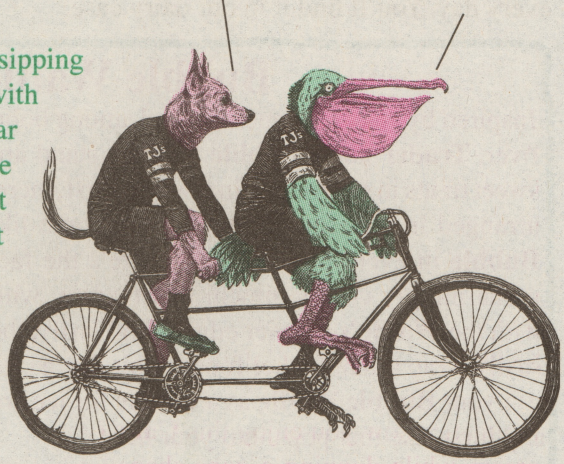
TRADER JOE'S
FEARLESS FLYER®
August 2025
AS ALWAYS, FREE. AND WORTH EVERY PENNY.
Hello, and welcome to *Incredible Values 101*

Tropical Dragonfruit Cooler

There's nothing like sipping on a fruity, icy-cool beverage when temps are on the rise. But when stopping at a coffee shop for those little treats on the regular creates a budget bummer, what's a thirsty person to do? Why, visit your neighborhood Trader Joe's and pick up a bottle of **Tropical Dragonfruit Cooler Concentrate**!

We forgot our shopping bags again, Chrissie.

No need for a bag when you have a pouch like mine, Joan! Full speed ahead to TJ's!

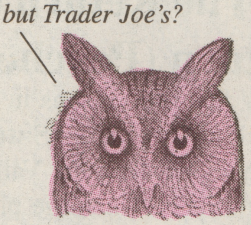


Unlike coffee café concoctions made with grape juice, this seasonal sipping sensation boasts **Dragonfruit** purée and passion fruit juice, along with natural flavors and lemon juice concentrate. Sweetened with cane sugar and stevia leaf extract, this **Cooler** gets an energy boost courtesy of coffee fruit extract. And matching its tart, tangy, and sweet profile is its vibrant fuchsia hue. How to achieve **Tropical Dragonfruit Cooler** bliss? Just add water to this **Concentrate**, pour over ice, and sip to your heart's content. To further up the **Tropical** ante, add a scoop of TJ's Freeze-Dried Strawberries, or a splash of TJ's Coconut Milk (or both!). It also makes a marvelous cocktail mixer when paired with your favorite TJ's spirit. We're offering 16 fluid-ounce bottles—four servings per bottle!—of **Tropical Dragonfruit Cooler** for the treat-yourself price of **$3.99**, every day. That's well below what you'd spend at a well-known coffee chain for a single beverage. With values like this at your neighborhood Trader Joe's, you can quench your thirst *and* keep more bucks in your wallet. How refreshing, indeed!

Chile Lime Pork Rinds

A good pork rind is as much, if not more, about the textural experience as it about the flavor: that superlatively crisp exterior, the light and airy interior, the stick-to-your-teeth richness of it all...it's nothing short of sensory splendor. So when you pair that tactile, textural expression with a nice mix of tart, tangy, and fiery flavors—now you're really cooking. And that's precisely what's offered by **Trader Joe's Chile Lime Flavored Fried Pork Rinds**, a sensationally savory, citric, and spicy take on this classic, captivatingly crunchy snack.

Whooooo has the most eye-popping values? Who else but Trader Joe's?



These piquant **Pork Rinds** start with antibiotic-free pork skin that's dehydrated, then fried until it's crispy, crunchy, and delightfully curly. In addition to their namesake **Chile** pepper and **Lime** juice, they're seasoned with a series of spices, resulting in a snack that's salty, sour, spicy, and remarkably rich, all at once. Snack on them while watching the game, dip them in guac, or even crush them up and use them as breadcrumbs! We're selling three-ounce bags on our snack shelves for **$2.49**, every day.

Squiggly Knife Cut Style Noodles with a Soy & Sesame Sauce

It's helpful to have a quick and easy, go-to meal that satisfies when time is short and hunger strikes. **Trader Joe's Squiggly Knife Cut Style Noodles with Soy and Sesame Sauce** is that meal (four meals, actually, as there are four individually wrapped servings per package!). The **Noodles**, resplendent with ruffly edges and air-dried for 18 hours, deliver a splendidly chewy dining experience. Their quick cook time makes them an outstanding afternoon nosh, while the included **Soy and Sesame Sauce** creates a craveable, umami-laden noodle canvas that's ready for partnering with your favorite protein and veggies or enjoying as-is. Cook the **Noodles** in boiling water for four minutes, drain, then toss in the **Sauce** and prepare to be pleased!

Our awesome, everyday price is equally pleasing: at **$4.99** for each 13.4-ounce package of four, that's just $1.25 per serving! Look for these **Knife Cut Style Noodles** on our grocery shelves.

Cultured Salted Butter from Brittany, France

What makes really great butter? A little culture helps. We're not talking about a night at the opera, but about the cherished micro-organisms, also found in yogurt and crème fraîche, which unleash a pleasant tang in cream. Beyond the culture-elicited flavor, butter is also better when churned and churned and churned. Lengthier churning lowers the moisture content, increasing the butterfat, and resulting in luxuriously creamy texture.

Trader Joe's Cultured Salted Butter is the manifestation of that luxury. Lightly salted, subtly tangy, and enviably creamy, it's made for us in French dairy country, Brittany. You can use it in any culinary application that calls for butter; this **Butter** shines served simply on its own and in baking recipes. Slather it atop a piece of thick, toasted bread, and take a big bite—it's an ethereal experience. And when it comes to baking, quite frankly, there is no better **Butter** for homemade cakes, cookies, pies, and especially ambitious endeavors like croissants. Here's one more thing that makes a really great butter: a really, really great price. We're selling each 8.8-ounce block of **Cultured Salted Butter** for **$4.99**, every day. You'll find it in our dairy case.

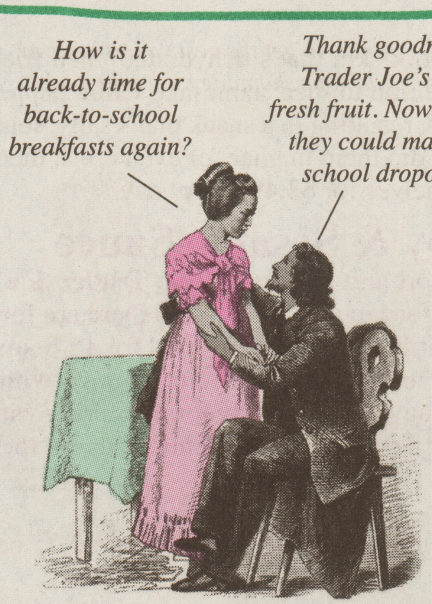
Bubble Waffles!

Inspired by a dessert much-adored among boba shop enthusiasts the world over, **Trader Joe's Bubble Waffles** stand apart from other batter-based sweet treats in several distinct ways. First, there are the namesake **Bubbles**, arranged in a circular, almost honeycomb-like pattern so that you get a **Bubble** in every bite. Second, there's the fact that those **Bubbles** have a charmingly chewy, mochi-like texture, which contrasts beautifully with the **Waffle's** crispier edges. And lastly, there's the fact that they easily wrap around other foods, a bit like a crepe, allowing you to use your **Bubble Waffle** as a vehicle for ice cream, sliced fruit, or anything else that pops into your head.

Our **Bubble Waffles** cook quickly (and quite easily) from frozen, ready after a few minutes in the air fryer or toaster oven, or mere seconds in the microwave. We like them as an after-school treat, an indulgent weekend breakfast sweet, or dessert—especially if they're served warm, alongside a cool and creamy milk tea. Here's something else that sets our **Bubble Waffles** apart: their value. While a single bubble waffle might cost you $5 or $6 at a café, a pack of four **Bubble Waffles** sells for **$4.49** at Trader Joe's. What's more, you'll find them in our freezers every day!

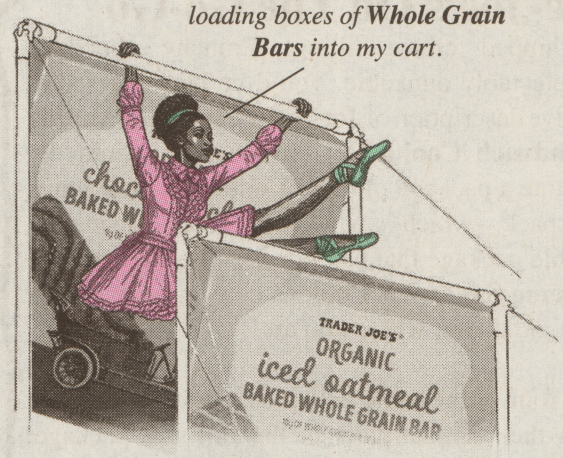
The Return of Saturn (Peaches)

Summer is one of our favorite seasons in the produce section at Trader Joe's, and that has a lot to do with our **Saturn Peaches**. Grown for us in Central California's San Joaquin Valley, their flattened orb shape (reminiscent of Saturn's rings, when the pit is removed) makes them easy to spot, while their sweet flavor and juicy nature make them easy to adore. (Fun fact: **Saturn Peaches** are lower in acid than a typical yellow peach, which makes them taste that much sweeter!)


How is it already time for back-to-school breakfasts again?
Thank goodness Trader Joe's has fresh fruit. Now if only they could manage school dropoff...

When these **Peaches** are slightly soft and give off a sweet, floral aroma, they're ripe and ready to eat—this may take a day or two on your counter, but it's worth the wait! You can also add chunks of firm **Saturn Peaches** to green salads, or thread them on skewers and warm on the grill briefly over indirect heat for a superb seasonal dessert. (You'll want to skip any attempts at pie prep, as their tender flesh doesn't hold up when baked.) Grab this celestial stone fruit from our produce shelves while the season lasts, from now until the end of August, for the sweet price of **$3.99** for a 19-ounce package of four **Saturn Peaches**.

This is perfect training for loading boxes of ***Whole Grain Bars*** *into my cart.*



TJS Phys. Ed. 201: Uneven Bars

Organic Whole Grain Bars

Dependably delicious, and always there for you when you need a little pick-me-up, a good cereal bar can make the difference between a clear mind and a haze of hangriness. That's one reason we're proud to offer **Trader Joe's Organic Chocolate Chip Baked Whole Grain Bars** and **Organic Iced Oatmeal Baked Whole Grain Bars**. Another reason? Both **Bars** combine the power of hearty oats and sweet fig paste, along with rich chocolate chips or aromatic baking spice and vanilla icing, respectively, to create a superlatively satisfying snacking sensation.

Pleasantly dense and full-flavored, these gluten free and kosher **Bars** are ideal for enjoying on road trips, toting along on hikes, or packing in your gym bag for a post-workout boost. We also find that they're phenomenally kid-friendly, and excellent for sending in backpacks as a pre-lunch snack or post-lunch dessert. However your day is going, a **Trader Joe's Organic Baked Whole Grain Bar** is certain to improve it—just as a good cereal bar ought to. We're selling 7.62-ounce boxes of **Trader Joe's Organic Chocolate Chip** or **Organic Iced Oatmeal Baked Whole Grain Bars**, (each containing six 1.27-ounce **Bars**) for **$4.69** each, every day.

Ube Pancake Mix

Did someone say ube? Apparently we did, and we humbly suggest this is an excellent development for the satisfaction of your tastebuds. Ready to make their late summer appearance in ube-riffic breakfasts everywhere is **Trader Joe's Ube Mochi Pancake & Waffle Mix**.

This is a gluten free **Mix** with a base of sweet rice flour (as is the custom for mochi), with the sweet, yammy, almost-coconutty flavor of ube, courtesy of ube. There's no fancy finagling needed to create colorful, chewy, truly tasty pancake—just add water, eggs, and oil or butter to bring to life a batter that's ready to become a breakfast bonanza. You can serve them as you would any other pancakes or waffles, with butter and maple syrup, or turn them into dessert with a scoop of Ube Ice Cream. U-better believe you're going to enjoy every bite! You're also sure to enjoy our price of **$3.99** for a 13.3-ounce box. You'll find them on our grocery shelves, from now until September.

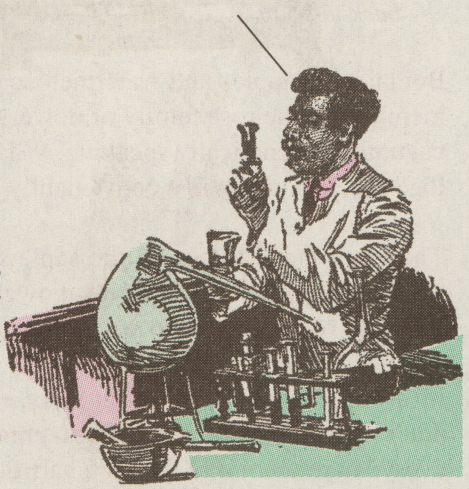
Sugar Sweet Melon

With a name like "**Sugar Sweet**," these **Melons** have a lot to live up to. Rest assured, however, that **Sugar Sweet Melons** are indeed as sweet and juicy as their moniker would imply. They have a straw-colored exterior, dense, orange flesh, and a very satisfying bite. And as one of the sweetest varieties of specialty melons on the market, they deliver a rich, honeyed flavor with a lingering sweet essence that dissolves like **Sugar** on the tongue.

With their full flavor and succulent consistency, **Sugar Sweet Melons** are a wonderful fruit for anytime-snacking. If you're looking to make your **Melon** even more memorable, try a squeeze of lime juice, a sprinkle of salt or sugar, or, if you like a little heat with your sweet, TJs Chile Lime Seasoning. And if your charcuterie board or green salad are in need of an upgrade, these **Sugar Sweet Melons** are just the thing.

While they're in season, we're selling fresh **Sugar Sweet Melons** for **$3.49** each. You'll find them in our produce section.

All my scientific expertise points to one result: to get the best values in town, do your shopping at Trader Joe's!



Savvy Sips for Lunch Box Trips

Let's hear it for the classic juice box, shall we? For this legend of lunchboxes—this icon among recess refreshments—we know just how important it is that the contents inside be of the highest quality possible. Like **Trader Joe's Organic Apple Juice Beverage** and **Organic Fruit Punch Juice Beverage**. They're both made with **Organic** fruit juice concentrates and sweetened only with **Organic** fruit juice concentrates, which means that their respective happily **Apple**-y and pleasantly **Punch**-y flavor profiles are achieved with only 10 total grams of sugar per serving.

These **Organic Juice Beverage** boxes aren't just great for packing in school lunches, they're expressly designed for that purpose, and taste great whether they're sipped chilled or at room temp. That said, they're also savvy choices for enjoying with an afternoon snack, bringing along for car rides and neighborhood walks, or sharing during picnics and sports practices.

Have we mentioned they're fantastic values? Because they are! You'll find eight-count packs of **Trader Joe's Organic Apple Juice Beverage** and **Organic Fruit Punch Juice Beverage** on our beverage shelves for **$3.99** each, every day.

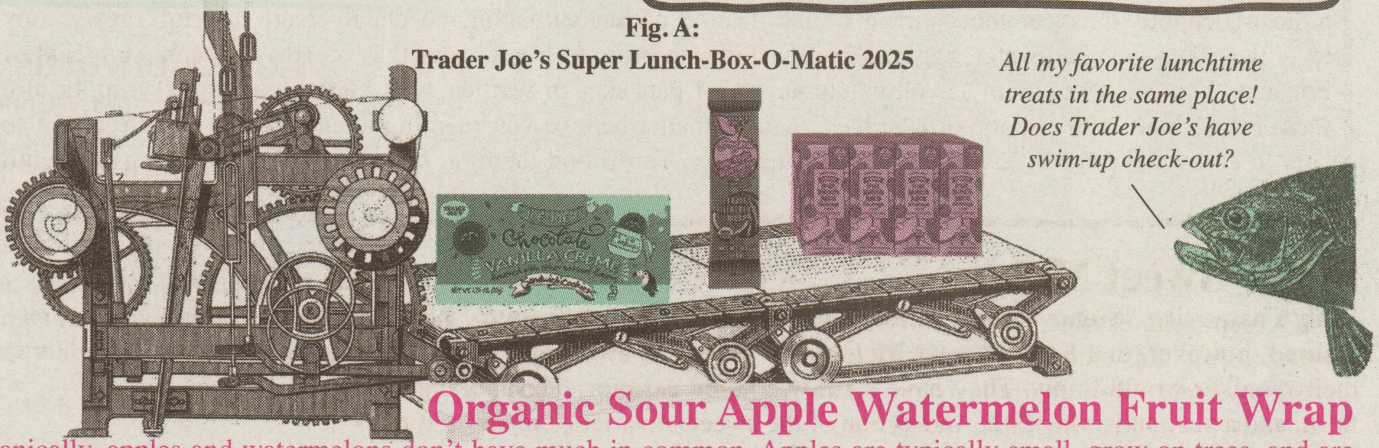
Joe-Joe's On The Go-Go

Velvety whipped crème filling. Crunchy chocolate cookies. Delectably dunkable. You'd be hard-pressed to find a negative description of **Joe-Joe's Chocolate Vanilla Creme Sandwich Cookies**. It is, however, admittedly difficult to tote a package of these **Cookies** in your lunch bag or backpack—which is why we've created a smaller, more portable package that can put **Joe-Joe's Chocolate Vanilla Creme Sandwich Cookies** conveniently within arm's reach, no matter where you are!

Filled with four of the same delicious, customer-favorite **Cookies** as their counterparts in the full-size package, this new offering makes it easy to keep a fresh package of **Joe-Joe's** in your lunch box, backpack, desk drawer, pants pocket, glove compartment… you get the idea. The compact nature of this new package also makes it ideal for handing out as a birthday party favor or classroom reward. Or, grab a bunch of them for Halloween handouts and Christmas stocking stuffers! Can you tell we're excited about these?!

We're also over the moon about the price: each 1.76-ounce package of four, kosher-certified, **Joe-Joe's Chocolate Vanilla Creme Sandwich Cookies** is only **79¢**. Yes, you read that right!

Fig. A:
Trader Joe's Super Lunch-Box-O-Matic 2025



All my favorite lunchtime treats in the same place! Does Trader Joe's have swim-up check-out?

Organic Sour Apple Watermelon Fruit Wrap

Botanically, apples and watermelons don't have much in common. Apples are typically small, grow on trees, and are members of the rose family of flowering plants; watermelons can get truly gargantuan, grow on vines, and are closer to cucumbers, genetically speaking. What they do have in common is that they take to sour flavors spectacularly well. And together, they do so in a conveniently snackable form in **Trader Joe's Organic Sour Apple Watermelon Fruit Wrap**.

These are made for us by the same supplier as our other iconic **Organic Fruit Wraps** (you might refer to them as "fruit leathers"). These **Wraps**, however, are the first to go in a splendidly sweet-sour direction, combining the joyous juiciness of **Watermelon** with the tantalizingly tart tones of **Sour Apple**.

Ideal for packing along on car rides, enjoying on a hike, or simply snacking on during your morning commute, **Trader Joe's Organic Sour Apple Watermelon Fruit Wraps** quickly add fun, fruity flavor to your day—especially at their everyday retail of **49¢** for each half-ounce **Wrap**!

Organic Apple Strawberry Fruit Sauce Crushers

Applesauce has been delighting snacky children and adults for centuries, and since people started packaging it for sale, it's been delivered in jars, tins, and even tiny little tubs. We love the jars and tubs of applesauce in our stores, and we have a special place in our heart for the innovative design behind **Trader Joe's Organic Apple Strawberry Fruit Sauce Crushers**. Enjoyed by kids and the young at heart alike, these conveniently **Crush**-able containers hold a mix of **Organic Strawberry** purée blended with **Organic Apple** purée, for a smooth, easy-squeezy, phenomenally fruity eating experience.

Great for school lunches, quick snacks, and all sorts of general on-the-go enjoyment, our **Organic Apple Strawberry Fruit Sauce Crushers** are a must-have for back-to-school season. And our retail of **$2.99** for each 12.7-ounce box (containing four 3.17-ounce pouches) absolutely crushes the competition. You'll find these **Crushers** in our grocery aisle, every day of the week.

Sandwich Rolls!

Question: How can you tell if a sandwich is successful? Answer: It's on a roll. And not just any roll—**Trader Joe's Sandwich Rolls**. The Canadian bakery that makes these Artisan Style sub-shaped **Rolls** for us uses a slow and gentle fermentation to achieve an airy crumb. That soft interior is complemented by a hearty exterior that can support all kinds of deli meats and condiments—not to mention a healthy helping of meatballs, sauce, and melty cheese.

You'll find these **Sandwich Rolls** to be equally tasty, whether you're enjoying a cold Italian grinder or a hot Philly cheesesteak. And when lightly toasted, they develop a wonderfully thin, crisp crust. These **Rolls** can also be pressed quite successfully in a panini grill if you're craving a traditional Cubano. Or go for a Parisian classic with a generous spread of **Cultured European Style Butter** (p.2) and several slices of TJ's Organic Uncured Black Forest Ham.

We hate to stop when we're on a roll, but we don't want to forget this part: We're selling each twelve-ounce bag of four **Trader Joe's Sandwich Rolls** for **$3.49**. You'll find them every day on our bakery shelves.

Organic Sliced Cheddar

Much like great wine, great cheeses tend to take on the character of the land from which they were produced. That's at least one explanation for why **Trader Joe's New Zealand Organic Sliced Cheddar Cheese** is as lovely as it is. Made from milk produced by cows that graze on lush, green pastures, deep in the dairy lands of **New Zealand**, this **Cheddar's** dreamily creamy consistency and subtly sharp flavor profile seem to conjure the idyllic conditions of its origin.

It's a consistently excellent cheese on everything from a simple turkey sandwich to a slice of apple pie. We heartily recommend picking up a pack any time that burgers or grilled cheese are on the menu.

You might expect to pay top dollar for such pedigreed **Organic Sliced Cheddar** from **New Zealand**—but at Trader Joe's, we're offering eight-ounce, resealable packages for **$4.99** each—every day!

Love Concords All

With their deep, dark juice and lusciously sweet taste, **Concord** grapes are utterly ideal for making jellies that are jam-packed with flavor. Like **Trader Joe's Organic Concord Grape Jelly**, for instance. It's made for us by a trusted supplier with a proven track record of phenomenally flavorful fruit preserves, using a mix of **Organic Concord Grape** juice concentrate and organic sugar. Super smooth, joyously juicy, and potently purple, this **Jelly** will elevate everything from breakfast breads and bagels, to homemade jelly donuts and Danishes, to an everyday PB&J.

This **Jelly** is conveniently contained in a squeeze bottle with a ribbon-style, oblong opening on the cap. The **Jelly** dispenses in a nice, straight line for ease of application on all sorts of sandwich breads. We also find that it makes it easier to spread over a cheese board to provide a bit of complementary fruitiness to an aged Cheddar or Manchego. And if you really want to jam out with this **Jelly**, it makes a great ingredient in marinades and slow-cooker sauces. We're selling each 20-ounce squeeze bottle for **$3.49** every day, in our grocery aisle.

TJS Music History 201: Grape Wave

Fresh Mozzarella Log

This is a product that really makes us want to have a Caprese salad for lunch. Or dinner. And because **Trader Joe's Fresh Mozzarella Log** is so fresh and so easy to use, making that salad will be easier than ever. Inside the package are slices of fresh mozzarella, sized just so to perch atop a substantial slice of tomato, and longing to be topped with a basil leaf. Instant Insalata Caprese, no cheese slicing required.

Each 16-ounce package contains about 16 slices of **Fresh Mozzarella**, crafted with milk from cows—primarily from Idaho's fertile Treasure Valley—not treated with rBST. The cheese is mild and milky and fresh-tasting, as a good **Fresh Mozzarella** should always be. Caprese aside, you can also use this cheese for panini, pizza, or cut into smaller pieces to toss into a salad. You'll find **Fresh Mozzarella Logs** in our cheese case for **$6.49**, every day, a price that's as fresh (and refreshing, really) as the **Mozzarella** itself.

Organic Baby Red Butter Lettuce & Baby Arugula

When making a salad from scratch, it's important to begin with a good bed of leafy greens. And when you're looking for just the right leaves to save you some green, we say: leave it to the produce pros at Trader Joe's! We have a wide selection of superior salad greens in our refrigerators for remarkably reasonable retails, and **Trader Joe's Organic Baby Red Butter Lettuce & Baby Arugula** is among the best of them. Each bag contains a roughly equal ratio of fresh, **Organic** leaves of tender **Baby Red Butter Lettuce** and **Baby Arugula**, which are pre-washed and ready-to-use. Amazing!

Now, making an impressive salad at home has never been faster, easier, or more inviting. Simply toss this **Baby Butter Lettuce & Arugula** with your favorite toppings and dressing (and maybe a protein, if you'd like to make it more of an entrée), and you're ready to go! We find that the mildly earthy sweetness of the **Butter Lettuce** makes an excellent complement to the peppery profile of the **Arugula**, and together, their combination pairs exquisitely with a tangy vinaigrette or creamy ranch dressing (and some **Cherry TOVs**, perhaps?). We're selling each six-ounce bag of **Trader Joe's Organic Baby Red Butter Lettuce & Baby Arugula** for **$2.49**, every day. You'll find it in our produce section.

Sweeter On The Vine

In pretty much any circumstance, a fresh cherry tomato is going to be plump, sweet, and gratifyingly juicy. When it's a fresh, greenhouse-grown cherry tomato, though, that's all the better. And when it's a fresh, greenhouse-grown cherry tomato that's still on the vine? Well, now you've got something really special. All this to say that we're excited to announce that something really special is on the produce shelves at your neighborhood Trader Joe's: fresh, greenhouse-grown **Cherry Tomatoes on the Vine**!

Hand-picked for us at the peak of ripeness, these **TOVs** are full-to-bursting with flavor, a characteristic that earned them a resounding "Yay!" at the Trader Joe's tasting panel. The fact that their incredible price of **$4.99** for a 12-ounce package is a second-to-none value was the icing on the cake… or in this case, the tomato on the vine! Alas, we digress… After a quick rinse, they can be enjoyed right out of the package as an easy snack (especially when paired with a bit of TJ's Caesar Salad Dip or hummus). Sliced, diced, or chopped, they're great for tossing into **Organic Butter Lettuce & Arugula Salads** or homemade pico de gallo or guacamole. And when blistered in a saucepan, skillet, or oven, they're fantastic additions to weeknight pasta dishes, and terrific toppers for grilled **Salmon** (p. 12) or roast chicken.

Steamed & Peeled Baby Beets

We invite you to march to the **Beet** of your own drum at Trader Joe's—and what better way to do that than with **Trader Joe's Steamed & Peeled Baby Beets**? True to their name, these terrific time-savers are **Peeled** and cooked—**Steamed** in a sealed pouch, specifically, to retain their starry nutritional profile—ready to enjoy right out of the package. You might say they'll help you **Beet** the clock when dinner's on the horizon. There's only one ingredient inside every package; baby **Beets** from the Normandy region of France—now, doesn't that just **Beet** all? They're terrific in salads, and if you want to enjoy them warm, simply heat them in the microwave (heating instructions are on the package) and add to a mélange of other veggies, soups or stews. You'll never miss a **Beet** with these **Babies**!

Why **Beet** around the bush? We're selling each eight-ounce package of **Trader Joe's Steamed & Peeled Baby Beets** from France, for the excellent, everyday price of **$2.29**. They're in our refrigerators. (Ok, no more puns, we're **Beet**.)

A Whole Range of Organic Grass Fed Angus Beef

As proud as we are of our products, we know that there's always room for improvement. Case in point: we've recently upgraded the offerings in our meat case! Our new line of **Organic Grass Fed Angus Beef** comes to us from a collective of more than 2,000 small family farms in the United States—some of which are so small that they only raise a dozen or so cattle at a time. Each farm dedicates its herds to be raised specifically for consumption, and raises them on an organic, 100% grass and forage diet. This results in meat with tender textures, mild-yet-decidedly-beefy flavor profiles, and great marbling.

Among our selection of **Organic Grass Fed Angus Beef**, you'll find dependably excellent **Top Sirloin Steaks**, ideal for pan-searing, grilling, or slicing for fajitas, sold in eight-ounce portions for a fantastic price of **$8.99** each. There are 10-ounce **Boneless NY Strip Steaks**, which prep perfectly in the broiler, cast iron skillet, or on skewers when cut into kebabs, for **$13.99** each. We have 10-ounce **Boneless Ribeye Steaks** for **$14.99** each, well-suited for steak au poivre or reverse-searing and finishing with herb butter. And rounding out the range, we have 12-ounce **Tenderloin Steaks** for **$24.99** each, which are phenomenal when crusted in spices and roasted. You'll find each of these every day, among the other fresh meats in the refrigerators at your neighborhood Trader Joe's.

Do The Avocado Mash!

If you're pressed for time, don't want to let your dinner get cold, or just don't have a ripe avocado at the ready, **Trader Joe's Avocado Mash** is here to help. Made with just three ingredients—Hass avocados, lemon juice, and sea salt—each tub contains eight ounces of pre-mashed and ready-to-spread **Avocado** for making all kinds of dishes with minimal prep (or mess!). It makes crafting homemade guacamole, salsa de aguacate, and marvelously multilayered dips a breeze, and takes all the guesswork out of avocado toast, especially when paired with sliced **Cherry Tomatoes** (p. 6). We're selling each tub of **Trader Joe's Avocado Mash** for the everyday price of **$3.49**. It's a meal prep smash!

Mango Pineapple Pico de Gallo

Something about the classic combination of diced tomatoes, onions, and jalapeños, along with refreshing lime juice and cilantro strikes such a balance of savory flavors, alluring aromatics, and delicate heat that it verges on the sublime. So, how does one improve on such splendors? One way we've found is by introducing another element of flavor that complements and builds on pico de gallo's considerable strengths—like, say, fresh tropical fruit. It's a theory we've put into practice with **Trader Joe's Mango Pineapple Pico de Gallo Salsa**.

Fig. B: Trader Joe's Mango Pineapple Pico de Gallo + a pile of tortilla chips = peak snacking

With all the same familiar flavors and tender textures present in a standard salsa fresca, plus the sweet, tropical, and juicy notes of chopped **Mango** and **Pineapple**, this piquant **Pico** increasingly expands upon the palate with each bite. It's a great choice for serving with your favorite TJ's tortilla chips, and is spectacularly suited to serving over seafood (think grilled **Salmon Fillets** (p. 12), fish tacos, shrimp skewers, and the like). We're offering 12-ounce tubs in our refrigerators for **$3.99** each, from now through September.

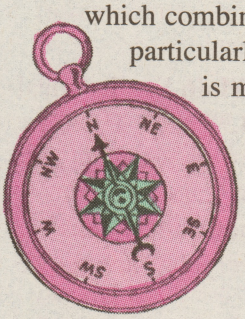
Peanut Dressing

When is a salad dressing more than a salad dressing? How about when it's also a great dip, condiment, marinade, pizza sauce... All of these would make an entirely apt description for **Trader Joe's Thai Style Peanut Dressing**. It's made for us using the same recipe as the dressing found in Trader Joe's Crunchy Slaw, a longtime Crew and customer favorite in our West Coast stores, where its complex mix of sweet, savory, and spicy flavors earned it a spot as a solo act in stores across the country.

This **Dressing** is so versatile, that even solely within the context of salads, it's marvelously multifaceted: we recommend it for everything from **Baby Red Butter Lettuce & Arugula Salads** (p. 6) to hearty slaws, pasta and potato salads. As for its dip qualifications, give it a spin with spring rolls or skewers. It's brilliant on burgers and bánh mì, a magnificent marinade for chicken wings or **Salmon** (p. 12), and a super sauce for a Thai-style pizza with chicken breast, cilantro, and sliced green onion. Grab a 12-ounce bottle from our refrigerators for **$3.99** and give it a whirl!

Three Magnetic Wines from Sonoma County

When one sees the green, gently rolling hills of Sonoma County, it's easy to imagine why vineyards take so well to its idyllic environment and diversity of soils. And when one sips some of the wines produced in Sonoma, like the trio of wines under the **Compass Bridge** label, it's easy to see why this region has become so globally renowned.



This way to amazing wines!

Our **Compass Bridge Cabernet**, for example, touts flavors of ripe red currant, juicy blackberry, and spicy anise, which combine with espresso aromatics and a toasty, oaky finish to make one seriously satisfying red that pairs particularly well with **Ribeye** (p. 7) and aged Cheddars. **Compass Bridge Chardonnay**, on the other hand, is medium-bodied and bright, with aromas of pineapple and peach, flavors of lemon zest and baking spice, and a delicate vanilla finish that makes it splendidly suited for serving with grilled seafood and creamy Bries. And lastly, **Compass Bridge Pinot Noir** starts with black cherry aromatics, which lead into tangy cranberry notes and elegant tannins on the palate, with a long, lingering finish that's all the more accentuated by pairing with lamb, mushroom pasta, or Gruyère. When one reads the tasting notes for these Sonoma County wines, it's easy to get the impression that they must have premium price tags to match. But this is Trader Joe's we're talking about. And as such, you can find 750mL bottles of **Compass Bridge Cabernet** and **Pinot Noir** for **$9.99** each, and **Compass Bridge Chardonnay** for **$8.99** each, every day. You'll only find them in the wine section of your neighborhood Trader Joe's.

Maison Barboulot Chardonnay-Viognier

Like its customer favorite Cab-Syrah and Rosé counterparts, **Maison Barboulot Chardonnay-Viognier** is made from grapes grown in the Pays d'Oc area within the prolific Languedoc-Roussillon region of southern coast of France. Each varietal is gently pressed, then fermented in concrete tanks, slowly and at low temperature to preserve freshness and enhance the aromas. Finally, the two young wines are skillfully blended together (60% Chardonnay and 40% Viognier), and left unoaked so the wine retains a vibrant, fruit-forward profile and crisp finish.

This **Chardonnay-Viognier** pours bright and pale-gold in the glass, with intense aromas of peach and ripe pear, plus aromatic hints of white flower blossoms and exotic fruits. To complement this full-bodied wine's velvety texture and acidity on the finish, we recommend imbibing with sliced **Saturn Peaches** (p. 2) and **Bacon Cheddar Cheese** (p. 10), or a Caprese salad with fresh **Mozzarella** (p. 6). Like the other **Maison Barboulot** wines, this **Chardonnay-Viognier** is also an exceptional value: we're selling each 750mL bottle for **$5.99**.

Maison Barboulot Birth Order Theory

Hardywood Dark Chocolate Peanut Butter Porter

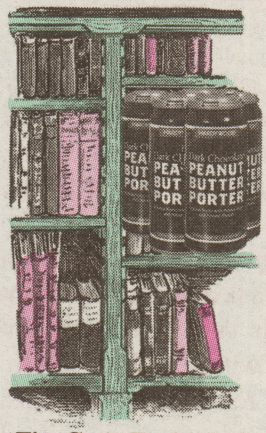


Fig. C: At Trader Joe's, you'll find page-turning values on every shelf.

Once again, the fine folks at **Hardywood Park** have delivered on a deeply flavorful dessert beer inspired by one of our classic candies. This time, the multi-award-winning Virginia brewery set their sights on our Dark Chocolate Peanut Butter Cups, recontextualizing the iconic mix of rich cacao and sweet-savory peanut butter into a super decadent imperial porter. To achieve this feat, they've used an ingenious mix of chocolate malt, actual peanut butter, and other natural flavors. We think their **Dark Chocolate Peanut Butter Porter** is nothing short of a triumph.

Big in flavor, big in body, Imperial strength yet superlatively smooth on the palate, **Hardywood Dark Chocolate Peanut Butter Porter** makes a great after-dinner drink with a slice of **Yellow Mini Sheet Cake** (p. 16), as well as a slow sipper on a warm evening. We recommend enjoying it chilled, straight out of the can, or poured into a frosty pint glass. We also recommend picking up a four-pack sooner, rather than later—our **Hardywood** collaboration beers always fly off the shelves, particularly at our unbeatable retail of **$14.99** (plus deposit, where required) for four, 16-fl.-oz. cans. While supplies last, you'll find them in our beer section.

Grand Reserve Pinot Noir • Lot 23

Every year we taste hundreds of wines to find candidates to place within our various Trader Joe's Reserve labels (it's a tough job, but someone's got to do it). Very few actually make the cut, fewer still receive the distinction of being placed in the Trader Joe's Grand Reserve label, and even fewer end up returning to the Grand Reserve for another vintage. So when we tell you that **Trader Joe's Grand Reserve Carneros Pinot Noir, Lot 23**, is back for its *fifteenth year*, we hope that that conveys just how special this wine is, how consistent its quality has remained, year over year, and just how much we love it.

Of course, a single sip would communicate much more than mere words: notes of plum and blackberry on the palate, dried herbs de Provence aromatics, all guided by extraordinarily soft tannins and gentle acidity. What else can we say? It's simply a very good **Pinot**, especially when paired with cubed **Bacon Cheddar** (p. 10) or a grilled **Top Sirloin** (p. 7). Celebrate this **Grand Reserve**'s impressive 15th anniversary by picking one up from your neighborhood Trader Joe's wine section today. While supplies last, we're selling 750mL bottles for **$12.99** each.

Mango. Habanero. Margarita.

A fun and fiery follow-up to last year's hit Everything but the Bartender Classic Lime Margarita, **Trader Joe's Everything but the Bartender Mango Habanero Margarita** offers all the same convenience and from-the-neighborhood-cantina quality as its predecessor, with a spicy and tropical twist. Each ready-to-drink can contains a masterfully mixed **Margarita** made with a recipe that includes tequila, agave syrup, lime and **Mango** juice concentrates, plus natural **Habanero** flavor for a captivating kick of capsaicin in every sip.

A superb choice for pool parties, taco nights, or any moment that could do with a bit of red-hot refreshment, our **EBTB Mango Habanero Margarita** is best served chilled. It can be sipped right out of the can, or poured into a salt-rimmed glass. We're selling four-packs of 200mL cans of this limited-for-summer **Mango Habanero Margarita** for **$9.99** each—a price that beats many a happy hour deal on a *single* margarita at your local watering hole. You'll find them in our spirits section.

The Shopping List

BAKERY
- o Sandwich Rolls (5)
- o Yellow Mini Sheet Cake (16)

BEVERAGES
- o Organic Apple Juice Beverage (4)
- o Organic Fruit Punch Juice Beverage (4)
- o Tangerine Vanilla Sparkling Water (12)
- o Tropical Dragonfruit Cooler Concentrate (1)

CHEESE
- o Bacon Cheddar Cheese (10)
- o Fresh Mozzarella Log (6)
- o Organic Sliced New Zealand Cheddar (5)

FROZEN
- o Black Sesame Mochi (14)
- o Bubble Waffles (2)
- o Chicken Chile Verde Burritos (15)
- o Margherita Pizza (14)
- o Super Premium Strawberry Ice Cream (15)
- o Sweet Ripe Plantains (14)
- o Uncured Pepperoni Pizza (14)

— ***Orchid** you not— Trader Joe's offers the best values on plants & flowers. Check out p. 13 for proof!*

TJTJTJ X. No. 2 GROCERY LIST PENCIL

GROCERY
- o Joe's Os (16)
- o Org Chocolate Chip Whole Grain Bar (3)
- o Organic Concord Grape Jelly (5)
- o Org Iced Oatmeal Whole Grain Bar (3)
- o Organic Apple Strawberry Fruit Sauce Crushers (5)
- o Spicy Dynamite Sauce (12)
- o Squiggly Noodles w/ Soy & Sesame Sauce (1)
- o Ube Pancake Mix (3)

HOUSE & HOME
- o Chicken & Apple Sausage Dog Treats (11)
- o Honey Mango Cream Shave (13)
- o Night Cream (13)
- o Orchids (13)

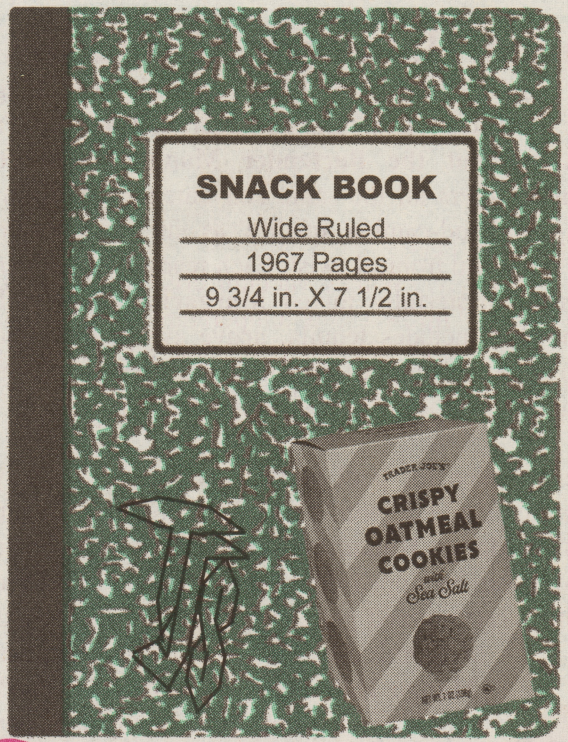
PRODUCE
- o Cherry Tomatoes on the Vine (6)
- o Org Baby Red Butter Lettuce & Arugula (6)
- o Saturn Peaches (2)
- o Steamed & Peeled Baby Beets (6)
- o Sugar Sweet Melon (3)

REFRIGERATED
- o Avocado Mash (7)
- o Cultured Salted Butter (2)

REFRIGERATED CONT.
- o Fiesta Shrimp Salad (12)
- o Fresh Salmon Fillets (12)
- o Mango Pineapple Pico de Gallo (7)
- o Organic Grassfed Angus NY Strip Steak, Ribeye, Tenderloin, & Top Sirloin (7)
- o Thai Style Peanut Dressing (7)
- o Vanilla Cold Foam (16)

SNACKS 'N SWEETS
- o Chile Lime Flavored Pork Rinds (1)
- o Cinna-Dragons (11)
- o Crispy Oatmeal Cookies w/ Sea Salt (10)
- o Dark Chocolate Caramels (11)
- o Joe-Joe's Sandwich Cookies 4pk (4)
- o Organic Sour Apple Watermelon Fruit Wrap (4)
- o Pink Lady Apple Chips (11)
- o Rainbow's End Trail Mix Handfuls (10)

WINE & BEER & SPIRITS
- o Compass Bridge Cabernet Sauvignon (8)
- o Compass Bridge Chardonnay (8)
- o Compass Bridge Pinot Noir (8)
- o EBTB Mango Habanero Margarita (9)
- o Grand Res. Carneros Pinot Noir Lot 23 (9)
- o Hardywood Park Dark Choc PB Porter (8)
- o Maison Barboulot Chardonnay-Viognier (8)



Crispy Oatmeal Cookies + Sea Salt

Sometimes, it's the simple things about a cookie that really make it stand out: the crunch of its crisp, expertly baked exterior; the buttery sweetness as it crumbles in the mouth; that balancing bit of saltiness that brings the whole experience together. All of these elements are particularly pronounced in **Trader Joe's Crispy Oatmeal Cookies with Sea Salt**, a sweet treat that takes the simplicity of its recipe to some sublime places on the palate.

Made with a base of flour, sugar, oats, and a whole lot of butter, these bite-sized **Cookies** offer a whole medley of textures and flavors—our tasting panel was especially taken with their refined butterscotch notes, courtesy of the toasty **Oats**. As such, they make an excellent sweet treat for all sorts of occasions. Enjoy a bowlful as a sweet snack on family movie night. Pack a few as a mini-dessert in a school lunch—or your own work lunch, for that matter. We're selling seven-ounce boxes of **Trader Joe's Crispy Oatmeal Cookies with Sea Salt** for **$3.99** each, every day. You'll find them on our cookie shelves.

When Bacon Met Cheddar

Bacon and Cheddar have long been involved in a strategic culinary partnership, often expressed in the form of dips, sandwiches, and soups. In **Trader Joe's Bacon Cheddar Cheese**, that partnership truly merges into one singularly savory, smoky, and satisfying entity. Now, thanks to this **Cheese**, **Bacon** and **Cheddar** can more efficiently and effectively transform the character of baked potatoes, French fries, burgers, broccoli, apple slices, macaroni, biscuits, quiche…We very literally could go on all day.

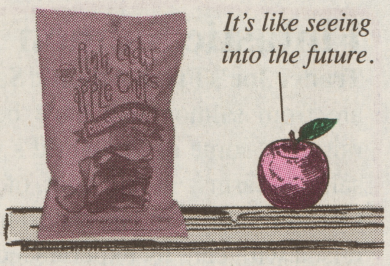
Trader Joe's Bacon Cheddar Cheese is handcrafted for us in upstate New York by a master cheesemaker with extensive experience in traditional European Cheddaring techniques and an instinct for blending. Aged for 18 months, the **Cheddar** is full flavored and mildly sharp with firm, smooth texture. It's merged with pieces of our very own Trader Joe's Uncured Applewood Smoked **Bacon**, which contribute richly savory, sweet-smoky character to every bite. From snacking on while watching a game, to serving as part of a charcuterie spread at a formal gathering, **Trader Joe's Bacon Cheddar** can carry the crowds—especially at our price of **$9.99** per pound. While supplies last, you'll find it in our cheese case.

Just a Handful of Rainbow's End Trail Mix

Just over 25 years ago, we introduced a colorful combo of raisins, peanuts, almonds, and multi-hued, candy-coated chocolate pieces known as **Rainbow's End**, and trail mix was never quite the same. A few years later, we introduced **Trader Joe's Just a Handful of Rainbow's End Trail Mix**, that same now-iconic mix, conveniently portioned into 1.5-ounce bags, and on-the-go snacking has never quite been the same. With two grams of fiber and five grams of protein per bag, this kosher **Mix** is ready to squash snack cravings in all sorts of contexts. Toss a **Handful** in your gym bag for a post-workout boost, or keep one in your desk drawer to avoid an afternoon slump. Place them in school lunches for a sweet and savory side, or as a filling recess snack option. Their pre-portioned package also allows you to throw just the right amount of **Trail Mix** atop ice cream or yogurt.

We're selling bags of ten, 1.5-ounce **Handfuls** (15 ounces total) for the bright, shiny value of **$5.49**, every day. You'll find them in our dried fruit & nuts section, along with our other tremendous trail and trek mixes.

Pink Lady Apple Chips



As the first apple cultivar to blossom and the last to be harvested, Pink Lady® apples soak up about 200 days of sunshine before landing in your kitchen. As a result, they boast an especially crisp bite, rosy pink blush color, and balanced, sweet-tart flavor—flavor that's amplified in **Trader Joe's Pink Lady® Apple Chips**.

It all starts in Washington state, where our supplier harvests the **Apples** at peak ripeness. They're thinly sliced, then vacuum crisped until sublimely crunchy. (What's vacuum crisping, you ask? It's a gentle frying method that uses a vacuum-sealed chamber to crisp the **Apples** at low temperature with minimal oil, helping preserve and magnify their flavor.) They're topped off with a dusting of cinnamon sugar, culminating in sweet, crispy **Apple Chips** with a paradoxically juicy finish. Then, they make their way to the snack shelves at your neighborhood Trader Joe's, where we're selling each 2.5-ounce bag for **$2.29**, every day, a price that's sure to satisfy!

Dark Chocolate Caramels

On its own, caramel is a superlatively capable confection. When combined with some complementary element, however, it becomes something else entirely: a foundation on which to build captivatingly complex structures of flavor. Nowhere is that more evident than in **Trader Joe's Dark Chocolate Covered Caramels**. Our expert supplier cooks the **Caramel** in small batches, which allows the butter, cream, and sugars to slowly develop their signature deep color and rich flavor. Each super sweet and captivatingly chewy square of lightly salted, vanilla-tinged **Caramel** is then coated in a layer of full-flavored, tooth-sinkable **Dark Chocolate**. The bitter elements of the **Chocolate** bring out the vanilla in the **Caramel**, while the delicately salty and sweet notes of the **Caramel** heighten the **Chocolate**'s muted fruity flavors. C'est magnifique!

Aside from serving spectacularly well on a dessert board, cut into bits and sprinkled atop ice cream, or simply enjoyed as the mood strikes, these **Dark Chocolate Covered Caramels** also make a great gift for anyone you know with a sweet tooth. Bring a pouch over the next time you're invited to a friend's for dinner—they're especially wonderful enjoyed after a meal with a glass of wine and great conversation. We're selling each 10-ounce pouch for the incredible, everyday price of **$5.49**, on our candy shelves.

Sweet & Spicy Cinna-Dragons

No need to dust off a lance or saddle up a trusted steed: the only adventure you'll need to embark upon to find these **Dragons** is the journey to your neighborhood Trader Joe's! Proudly made with natural flavors and colored with vegetable juice, **Trader Joe's Cinna-Dragons** have a soft, chewy texture, and a scintillatingly cinnamon-y taste that deftly balances sweetness and spice. It's the kind of heat that pleasantly builds as you snack, meaning you can enjoy them by the handful. Huzzah!

Our **Cinna-Dragons** come in a handy, resealable pouch, making them great for taking along with you on all sorts of side quests, whether a weekend matinee, an extended road trip, or an especially spirited board game night. We particularly like mixing them with a bit of popcorn for an even more complex flavor combination (sweet, spicy, *and* salty? Yes, please!). And since they're so enchantingly draconic(ish) in shape, they're also great for adding an adventurous visual element to cupcakes or frosted sugar cookies. We're selling each seven-ounce pouch for **$2.29**, every day. You'll find them roosting in their lair—A.K.A. the Trader Joe's candy section.

Woof, There It Is!

Have you ever noticed the envy in your dog's eyes as you enjoy a Trader Joe's Chicken Apple Sausage? Sure, it could simply be a case of, "This is what dogs do when in the presence of human food." It could also be true that they're pining for sausages of their own. We're going with the latter, and because we aim to satisfy, we've introduced **Trader Joe's Chicken & Apple Recipe Sausage Style Dog Treats**. These soft-baked, slightly-bigger-than-bite-size **Treats** are made up of 27% chicken (it's the first ingredient!), plus organic apple powder and maple syrup, imparting the same flavors that have made our deli case Chicken Apple Sausages Trader Joe's classics.

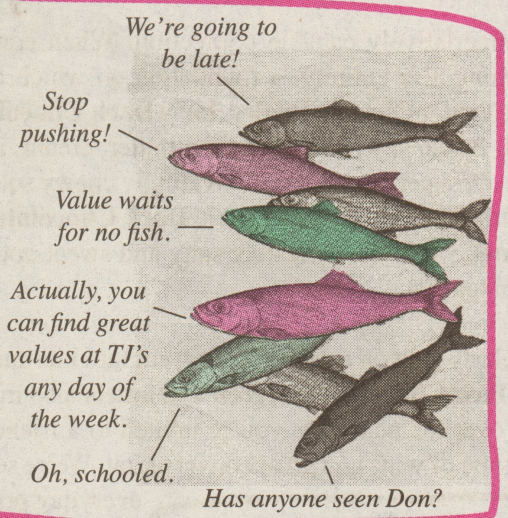
Here's our suggestion for human-canine harmony: when human mealtime comes around, and the hound is staring you down (we've all been there), toss a couple of these **Treats** in Rover's direction. You'll get to eat in peace, and your pooch will get to enjoy some super-premium snacks. Win-win! We're offering each four-ounce bag of these **Treats** for **$2.99**, through apple picking season, so pick up a pouch while the picking's good.

Fintastic Salmon

Trader Joe's Fresh Atlantic Salmon Fillets are from salmon that have been carefully raised in some of the world's most pristine salmon farms, at the foot of the Atlantic Ocean in northern Norway. The salmon are raised with care by experienced fish farmers and never given antibiotics in their feed. Norway's frigid waters make for tender, buttery, and well-marbled salmon—after all, fish need fat to keep warm!

Boneless and skin-on, these center-cut **Fresh Atlantic Salmon Fillets** are great to have on hand for protein-and-omega-rich dinners in a hurry. Simply brush the fish with a bit of olive oil or butter, sprinkle it with salt and pepper, and cook as desired.

Depending on how fancy you want to get here, dinner can be ready in as little as 15 minutes. We know that budgeting your hard-earned bucks can sometimes leave you feeling like you're swimmin' upstream, so we've priced our **Fresh Atlantic Salmon** at an incredibly reasonable **$9.99** per pound. You'll find these **Fillets** in our refrigerators.


We're going to be late!
Stop pushing!
Value waits for no fish.
Actually, you can find great values at TJ's any day of the week.
Oh, schooled.
Has anyone seen Don?

Boom Goes The Spicy Dynamite Sauce

It feels like we've all had that experience where we're at a restaurant, enjoying a burger, or a rice bowl, or some manner of crispy appetizer, when we suddenly realize that the dish itself is rather ho-hum, and it's the sauce it's served with that we really like. Well, **Trader Joe's Spicy Dynamite Sauce** is that sauce. Not literally, of course, but it is our version of those savory, sweet, and spicy catch-all condiments you encounter out in the world that make you think "why don't they just bottle and sell this?" We did, dear reader. We did.

Made with a base of vegan mayo, the ingredients in our **Spicy Dynamite Sauce** read like a list of greatest gastronomic hits: pickled chili peppers! Sesame oil! Horseradish-mustard paste! It all adds up to one superlatively full-flavored profile, with notes of heat, sweet, and umami, and a captivatingly creamy texture. We like it on and with everything: French fries, chicken nuggets, poke bowls, grilled **Salmon**, fish sticks, roasted broccoli—you name it. We also like its retail of **$2.99** for each 9.88-ounce bottle, and we think you will too. You'll find **Trader Joe's Spicy Dynamite Sauce** in our grocery aisle, every day.

Sparkling Water With Tangerine and Vanilla

Flavored sparkling waters have truly popped off in recent years. It's not hard to see why—with their subtle, fruity flavors that don't overpower the palate, they're just the thing to add some sparkle to the act of everyday hydration. At Trader Joe's, when we choose to venture into the business of fizziness, we do so with great care... and that's how you know our new, limited-edition **Tangerine Vanilla Sparkling Water** is something special.

Like our other sparkling waters, this **Tangerine Vanilla** version is unsweetened, yet thanks to an infusion of natural **Tangerine** and **Vanilla** flavors, it still manages to offer a timelessly citrus-y and creamy, popsicle-esque sipping experience. At zero calories per can, it's a great way to add some light, flavorful fizz to cocktails and mocktails, too. Pour a can over ice, add a splash of your favorite spirit, garnish with an orange slice or lime wedge, and enjoy! At **$3.49** for each eight-pack of 12-fl.oz. cans (plus deposit where required), it's a sparkling value you'll find only at your neighborhood Trader Joe's, now through September.

Feisty Fiesta Salad—With Shrimp!

While salad may be an easy lunch option, that doesn't mean it can't be a celebration, too. In fact, we find that certain salads call for a full-on fiesta—especially when they combine the bold flavors of a Mexican cuisine-inspired salad with plump and tender cooked shrimp. Need proof? Look no further than **Trader Joe's Fiesta Salad with Shrimp**! Each ready-to-eat **Salad** contains a base of crisp romaine lettuce, black beans, roasted corn kernels, crunchy tortilla strips, and zesty pico de gallo, along with a hearty portion of shrimp, and a rich, creamy poblano dressing and lime wedge to tie it all together.

Now, the everyday occasion of getting a grab-and-go meal from your neighborhood Trader Joe's is practically a party in and of itself! While this **Fiesta Salad** is especially suited for work or school lunches, we find it's also ideal for packing along on a picnic, carrying along in a cooler for a long car ride, or simply enjoying at home as an effortless entrée. We're selling each 11.11-ounce **Trader Joe's Fiesta Salad with Shrimp** for **$6.99**, every day. You'll find them with our other ready-to-eat salads.

Goodnight, and Good Skin

After all the work your skin does for you, doesn't it deserve a little pampering at the end of the day? We certainly think so, which is exactly why we offer **Trader Joe's Night Cream**. Its formula includes shea butter, argan oil, and marula oil; along with sodium hyaluronate to draw moisture to the skin; probiotic, fermented mushroom complex to restore the skin's natural pH, and Irish sea moss extract to act as an antioxidant.

As part of your nighttime routine, apply this **Cream** to your freshly washed face and neck (taking care to avoid the eyes), then let it work its magic overnight. You'll wake up to remarkably refreshed and marvelously moisturized skin, which will be even better prepared to work for you throughout the day. And if that wasn't refreshing enough, we'd be remiss if we didn't point out our unbeatable retail of **$9.99** for each two-ounce tub: we've seen similar creams sell elsewhere for double, triple, or even *octuple* the price! Your wallet deserves a bit of pampering too, after all.

Let's Go Inside Trader Joe's...

You know what pairs really well with your skincare regimen? A podcast! Lucky for you, we've got one of those. Covering everything from new products to new stores and beyond, every episode of the official TJ's podcast takes you **Inside Trader Joe's** like only Trader Joe's can. Your self-care routine just got more interesting...

Available for download now, wherever you get your podcasts.

Brilliant Orchid Values in Full Bloom

Pop quiz: How long does it take to grow an **Orchid**? Believe it or not, it takes more than two years! They're grown at high temperatures in high humidity; once mature, they're moved into colder temps that cause them to bloom. Their blooms last anywhere from six to eight weeks, and since they require very little water, you can head out for a last-minute trip without needing to find a plant-sitter. And today feels like an ideal time to explore the **Orchid** offerings at your neighborhood Trader Joe's.

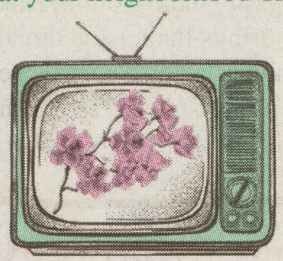


Fig. D:
Value Vision

With a variety of sizes on offer, in hues ranging from bright white to canary yellow, and hot fuchsia to soft lavender, you're sure to find an eye-catching option to decorate a side table, display on a desk, or bestow upon a teacher for back-to-school night. Best of all, with **Orchid** prices ranging from **$6.99 - $19.99**, we've got a bevy of beautiful blooms that won't break the bank.

Now for the extra credit: who has the best values around on plants & flowers? Your neighborhood Trader Joe's, of course!

A Clean Close Shave

If it's a clean, close shave you desire, and you'd prefer your skin be left silky-not-stubbly, **Trader Joe's Honey Mango Moisturizing Cream Shave** will fill your wishes without emptying your wallet. That's right, folks—**Honey Mango Cream Shave**, in its iconic orange tube, is back and better than ever! An excellent everyday skincare product for both women and men, with a refreshing **Honey Mango** scent, this **Cream** was specifically formulated for us without the use of harsh ingredients and is esteemed for its gentleness. In fact, we designed it for sensitive skin. **Cream**-based, non-foaming, and enriched with aloe vera & vitamin E, its unique blend of lubricating emollients facilitates the absorption of water. Why is that important? That's what lifts and softens unwanted hair for effortless razor glide, reducing the risks of nicks, cuts, and irritation, and delivering a smooth and soothing shave with lasting comfort.

Many high-end brands advertise their moisturizing shave creams as being gentle and non-irritating. And then they charge you handsomely for the favor. That's not very gentle. We'll happily provide the non-irritating shave cream, along with a mild price: We're selling eight-fluid ounce tubes of **Trader Joe's Honey Mango Moisturizing Cream Shave** for a smooth, gentle **$4.49** each. You can find them near our other bath products, every day.

Freezer Curriculum—Hot Values on Cool Finds

A Sweet Price on Sweet Ripe Plantains

Plantains are far more than just semi-savory bananas—in many cuisines around the world, they're as common a carb as rice, potatoes, or wheat. And of the myriad plantain preparations that these cuisines have produced, one of our absolute favorites is known across Central America and the Caribbean by several names: you may have heard of it referred to as maduros, tajadas, or amarillos. Made by slowly frying sliced, ripened plantains until caramelized to a golden brown, our love for this toothsomely-textured, slightly sweet side dish inspired us to bring in our own version, simply called **Trader Joe's Sweet Ripe Plantains**.

Brought to us by a supplier in Honduras, who selects only the ripest and sweetest **Plantains** for the job, **Trader Joe's Sweet Ripe Plantains** can be easily prepped at home with just a few minutes in the frying pan, air fryer, or conventional oven. From there, you're free to enjoy them alongside grilled **Steak** (p. 7) or chicken, as well as all sorts of savory breakfast fare. And we'd be remiss if we didn't recommend accompanying them with some steamy black beans and crumbled cotija cheese. *Yum*.

We're selling each 16-ounce package of **Sweet Ripe Plantains** for **$2.49** each, every day. You'll find them in our freezers.

Black Sesame Mochi

Trader Joe's foods come in all the colors of the rainbow. Ensuring the absence of color also makes a showing on our shelves... or rather, in our freezers, we present our limited-edition **Trader Joe's Black Sesame Mochi**.

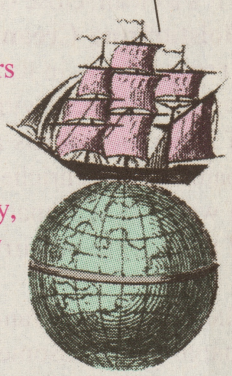
To achieve such a darkened hue—or rather non-hue—our supplier infuses ice cream with a paste made from roasted, finely-ground **Black Sesame** seeds. This paste not only lends a rich gray-black hue, but also brings that characteristic nuttiness with a hint of savory to contrast the sweet ice cream. Surrounded by a rice-dough wrapper which has also been given the **Black Sesame**-seed treatment, the resulting couple-bite-sized frozen treat is intriguely tasty, and an instant conversation starter. From now through September, we're selling 7.61-ounce packages of six, kosher (dairy), gluten free, **Trader Joe's Black Sesame Mochi** for **$4.99** each. They're in our freezers.

Wonderful Wood-Fired Pizzas From Italy

Japanese in its origin, kaizen is a philosophy of continuous improvement—ongoing change for the better. At Trader Joe's, it's through our commitment to kaizen that we strive to make our store and our products the best they can be for our customers. To that end, when our Italian supplier presented us with an opportunity to revisit the crust formulation for both our **Margherita** and **Pepperoni Pizzas**, we leapt at the chance…

Our crust-conscious supplier starts with wheat-flour dough that is allowed to rise for a full 24 hours before it's hand-stretched and topped. The **Margherita Pizza** is spread with a simple, savory tomato sauce, then topped with large slices of mozzarella, fresh basil, and a sprinkling of Grana Padano cheese. The **Pepperoni Pizza** is spread with the same sauce, then topped with a blend of mozzarella, provolone, and Parmigiano Reggiano—and finally crowned with slices of savory, **Uncured Pepperoni**. Oak and beech from the mountains between Emilia-Romagna and Tuscany are used to fuel wood burning ovens in which both pies are pre-baked at about 750°F. They're finally frozen and sent to your neighborhood Trader Joe's, so you can heat & eat an authentic **Italian Pizza** whenever you like! Every day, we're selling each fifteen-ounce **Trader Joe's Margherita Pizza** for **$4.79**, and each 17.63-ounce **Trader Joe's Uncured Pepperoni Pizza** for **$5.99**. You'll find them in our freezers.

Next stop, Italy!



TJS Geography 201: Pizza Trading Route

Are your lunch options lacking?
Dinner time got you down?
Then it's time to try

chicken chile verde burritos

TWO BURRITOS FOR $3.99!

authentic product of Mexico • 14 ounces • tender dark & white meat chicken • tomatillos • jalapeño peppers • Anaheim peppers • green chiles • microwave, air fry, or bake • enjoy with tortillas or rice

Available every day at your neighborhood

TRADER JOE'S

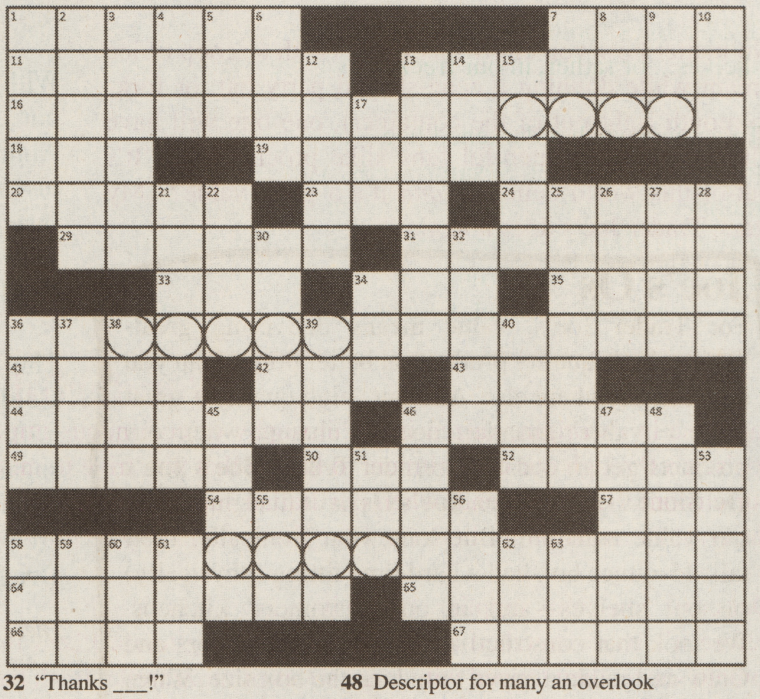
(in our freezers)

What's The Scoop?

At Trader Joe's, we don't take ourselves too seriously, but we take the work we do *very* seriously. When it came time to create what is now **Trader Joe's Strawberry Ice Cream**, our product developer spent months tinkering with the recipe to ensure it possessed the ideal balance of creamy, velvety goodness and bright, fruit-forward personality. Delivering the flavor of **Strawberry** season in every fantastic bite, the **Ice Cream**'s cheerful pink color comes courtesy of fruit & vegetable juices (unlike others found elsewhere colored with artificial ingredients), and is made with milk from cows not treated with rBST. What more could one want in a cone (or bowl, or cup)?

The **Super Premium** designation on this **Ice Cream** is a particular point of pride—to achieve it, an ice cream must have less than 50% overrun (meaning how much air is whipped in; the lower the overrun, the better). Since the proof is truly in the eating, pick up some **Strawberry Ice Cream** from the freezers at your neighborhood Trader Joe's and taste for yourself! We're offering pints for the incredible price of **$3.79** each, every day—a serious value for **Super Premium Ice Cream**.

TJ'S CROSSWORD NO. 2 PENCIL



ACROSS

1 See 67-Across
7 "East," in Ecuador
11 Condition of many an item at a thrift shop
13 Kind of course our **Strawberry Ice Cream** (p. 15) might be served as
16 Systems in global communication*
18 Spring hrs. in Springfield, OH
19 Labored
20 A-lister, familiarly
23 Printing spec (abbr.)
24 Word before "bloom"
29 Penguin-like King who's an occasional antagonist in the Kirby series of video games
31 **Cold Foam ___ Flavored Creamer** (p. 16)
33 Suffix after "cash-" or "cloth-"
34 Indifferent interjection
35 Held onto
36 Grammatical construct with a name that sounds somewhat contradictory*
41 Latin prefix for "oil"
42 Jim's beau in *The Office*
43 Upper limb
44 Kind of course that might be dipped into our **Spicy Dynamite Sauce** (p. 12)
46 Makes oneself heard
49 Anatomical trunk
50 Got acquainted with
52 Official proclamation
54 Member of a band's tour crew
57 Idiomatic epitome of busyness
58 Arithmetical errors, perhaps*
64 "... (containing four 3.17-ounce ___)..." (p. 5)
65 "Sic ___ gloria"
66 One might fall over a crowd
67 With 1-Across, a literal way to read the circled letters in the answers for the starred clues. (*Here's a hint:* !tfel ot thgir morf oG)

DOWN

1 Practices to protect info, for short
2 Swapped
3 Water boiler
4 Snooker stick
5 Its loan words are sometimes finger-spelled (abbr.)
6 Sing with one's chest voice
7 Class for bilingual aspirants (abbr.)
8 **Crispy Oatmeal Cookies with ___ Salt** (p. 10)
9 Attempt
10 ALF and Superman, to name two
12 The "D" in L.E.D.
13 "...___ a splendidly chewy dining experience..." (p. 1)
14 "Before," poetically
15 Common kind of car
17 Gratuity
21 Copy correctors
22 **Organic Grass Fed Angus** ___ (p. 7)
25 With great fervor
26 Small valley or dale
27 Famed mountain range, with "The"
28 Tardy
30 Botanical category that includes cherries & **Saturn Peaches** (p. 2)
32 "Thanks ___!"
34 The word when words are unwise?
36 "After," to Caesar Augustus
37 Kind of singer or saxophone
38 Scorch
39 Airport runway surfaces
40 One of many in an arboretum
45 Scripture also known as the Five Books of Moses
46 Piece of height-boosting equipment
47 Nix
48 Descriptor for many an overlook
51 Academic email address ender (abbr.)
53 Exams
55 ___ Miss (nickname for a Southern university)
56 Rapper ___ Sweatshirt
58 Initials on a speed limit sign
59 Debtor's letters?
60 Untrustworthy, in modern lingo
61 Pounder who starred in TV's *The Shield*
62 East Asian philosophy that means "the way"
63 Ned Flanders-ian suffix after "neighbor-"

Looking for answers to this puzzle? Head to traderjoes.com. Looking for answers to life's big questions? Also head to traderjoes.com

Get Your #PurseFork Ready

The specialty bakery-quality and unmatched value of Trader Joe's Mini Sheet Cakes have earned them instant favorite status among our customers. Well, *almost* all of them. After months of development with a trusted bakery partner, and taste-testing more than 10 recipes (it's a tough gig, to be sure), we now have an option our gluten free customers can enjoy, thanks to **Trader Joe's Yellow Mini Sheet Cake**!

Our **Yellow Mini Sheet Cake** is built on a magical buttermilk cake base, including plenty of vanilla extract and a blend of rice flour, potato starch, cornstarch, and tapioca starch. We're calling it magical because the resulting **Cake** truly stands up to the expectations established by its predecessors. It's moist and flavorful with a tender crumb, as any good cake should be—only this **Cake** is gluten free! Upon that base sits a thick layer of rich chocolate buttercream (also made with vanilla), creating that beloved **Yellow Cake**-chocolate frosting combination, and delivering irresistible, from-scratch flavor without the wait (or the cleanup!)—and all for **$5.99** for a 14-ounce **Cake**!

No matter how you enjoy this **Cake** (with a scoop of ice cream while donning a cone-shaped party hat, or fork-to-mouth right out of the container), one bite will have gluten-free and gluten-ful fans alike proclaiming, "It's out-of-this-world delicious *and* it's a great value?? My stars, Trader Joe's does it again!"

Joe's Os

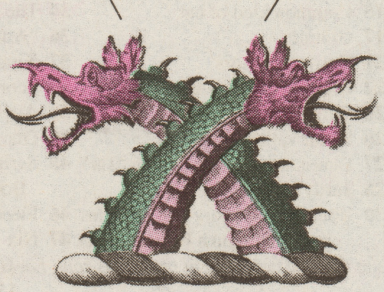
For Trader Joe's, value means delivering great-tasting, high-quality products at better prices than you can find anywhere else. And our 'high quality + great price = value' equation doesn't change when our products get an update. Consider **Trader Joe's Joe's Os**. Since the year 2000, **Joe's Os** have fit right in with our value equation. But somewhat ironically, their tall, 15-ounce box had a hard time fitting (physically) on our shelves—and in our customers' kitchens. We took that constructive input from customers and Crew and made a move to reduce the box size. When we did so, we kept our price-per-ounce *exactly the same*. Smaller box=smaller price. Now, the slightly smaller 12-ounce box fits our value proposition *and* in peoples' pantries! What's inside the box hasn't changed either. You'll find new 12-ounce boxes of the great-tasting **Trader Joe's Joe's Os** you know and love on our cereal shelves for **$1.99** each, every single day.

TRADER JOE'S®
P. O. Box 5049
Monrovia, CA 91017-7149

Vanilla Cold Foam

With an already impressive roster of coffee creamers in our dairy case (Oat Brown Sugar Creamer, Coconut & Almond Vanilla Creamer, et. al), you might think we would just sit back, rest on our laurels, and phone it in. *No way.* Instead, our intrepid product developers have decided to *foam* it in, with the exciting introduction of **Trader Joe's Cold Foam Vanilla Flavored Creamer**!

This whipped cream-style can dispenses Grade A, kosher **Cold Foam** made with a combination of pasteurized skim milk and pasteurized cream that's sweetened with cane sugar and imbued with natural **Vanilla** flavor. Lighter and airier than whipped cream, it's not unlike a celebratory crown for your favorite TJ's Cold Brew or **Tropical Dragonfruit Cooler** (p. 1). Chill the can in your fridge, and when you're ready, shake it well, turn it upside down, and press the nozzle to dispense to your heart's content. We're offering each 15-ounce can for **$4.49**, but only while the summer months last. You can't phone this in... head to your neighborhood Trader Joe's today!



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